

MassCUE Fall Conference Exhibitor FAQs

WILL THE MASSCUE FALL CONFERENCE TAKE PLACE?

Despite the current circumstances of the COVID19 Pandemic, we are moving forward with the plans for the fall conference. The conference planning committee has made the decision to conduct a virtual conference, complete with a virtual trade show.

IS IT POSSIBLE TO HAVE AN EXHIBIT BOOTH AT THE VIRTUAL EVENT?

YES! The on-line conference venue will include a virtual exhibit hall. Each vendor will be able to upload their content and virtually set up their exhibit space. The virtual platform includes opportunities for vendors to upload documents and videos and customize your booth. Vendors will also be able to have live chat sessions with attendees during scheduled exhibit hours and schedule appointments as well.

ARE THERE SPONSORSHIP OPPORTUNITIES AVAILABLE?

YES! The virtual venue is a great platform to gain name recognition for your company. Sponsor opportunities are being developed with great benefits for logo placement, break sponsorships, session track sponsorships and more. More details coming soon!

WHY SHOULD I PARTICIPATE IN A VIRTUAL CONFERENCE?

Studies show that attendees are 30% more likely to approach a vendor in a virtual environment as opposed to an in person environment. Virtual events also are capable of providing vendors with great analytics showing you how many attendees entered your virtual booth, who visited your booth and what documents they were interested in. Attendees can request information from your virtual booth, participate with you in a live chat and schedule an appointment. You will have many quality interactions with potential customers without the additional expenses of travel, hotel accommodations, show decorator fees, etc.

I'VE ALREADY RESERVED MY BOOTH FOR THE EVENT AT GILLETTE STADIUM, WHAT DO I DO NOW?

Our hope is that you will continue your plans to participate as an exhibitor or sponsor for the virtual event. Our Exhibitor/Sponsor Coordinator, Karen Forbes, will be reaching out to all registered exhibitors within the next few weeks to discuss plans to adjust your registration to the virtual event. Pricing adjustments will be made in this process as well.

CAN VENDORS OFFER A WORKSHOP?

Vendors who sign up for a virtual booth at the MassCUE/M.A.S.S. conference may additionally purchase the opportunity to host a vendor session, webinar. Details regarding abstract submission, scheduling etc. will be coming soon.

WHO ATTENDED LAST YEAR?

See our Information at a Glance to learn more about who attended our conference in 2019.

WHAT IS THE CANCELLATION POLICY?

In the event that the MassCUE & M.A.S.S. Board of Directors make a decision to cancel the conference for any reason, vendors will receive a full refund less a \$50 administrative fee.

In the event that the vendor must cancel their exhibitor/sponsor registration for any reason, the vendor must put this request in writing to the Exhibits Manager, Karen Forbes karen@delaneymeetingevent.com If this notification is received on or before August 1, 2020, all monies, less a \$100 administrative fee, will be refunded. Cancellation received after August 1, 2020 obligates the exhibitor to forfeiture of all monies paid. Failure to occupy the virtual booth space does not release the exhibitor from the full cost of the virtual booth.